

Impact of Social Media on Feedback and Grievance

Redressal while Searching for Target Customers

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ABSTRACT

With the up gradation of technology, business also must have to upgrade them self. In a present scenario, business must have to do certain type of planning for promoting their business. Social media is a platform which is too popular among people with the advancement of internet and smart phones. For a business it is easy to find and connect with their customers. But behind success of every business feedback and grievance by customer are important factors. Now it depends upon business how to handle these. Customer uses social media for feedback as well as their grievance about product of any business. Due to that reasons now companies are focusing on social media for connecting with customers and getting customer's views about their products.

Keywords: social media, feedback, grievance, e-marketing.

LINTRODUCTION

Technology has been changing on daily basis. With advancement of technology tools are also changing for approaching the customers by business. At present people are preferring to purchase product through online shopping. As e-commerce is also a big market, which has a wide range. Social media is also a popular platform for selling their product by companies. Social media marketing is offers large opportunities for companies for promoting their product. Social media is “A group of internet based applications that builds on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, p.61). Social networking sites can be described as networks of friends, relatives, colleagues for social or professional interactions. Some popular social media sites are: Facebook, YouTube, Twitter, etc. It includes sharing of information in the form of text, images and videos. There is certain kind of social media users which we can categorize in.

Expressers and informers are those who express their knowledge and information in the form of articles, blogs and wikis.

Engagers may be termed for those who want to know more and want to let others know about their thoughts and opinions about something by expressing it in terms of likes and comments.

Networkers or Socializers is term used for those who always want to be in public and seek attention by doing posting picture and videos. They can be found online and updating their profiles sporadically on social media sites like Facebook and Google+.

Watchers and Listeners are the people who get online only for entertainment purpose like watching movies, playing online games and downloading and listening music and such stuff. (Vinerean et al., 2013). Whenever a product is developed, marketing management is done which aims at the advertisement and sales of the product. Marketing management involves the complete plan that needed to be followed.

Marketing management plays a vital role in brand creation, advertisement and sales of a product so as to reach a maximum of the targeted to-be customers. Marketing of a product finally leads to an impression of the product on customers who may be either positive or negative.

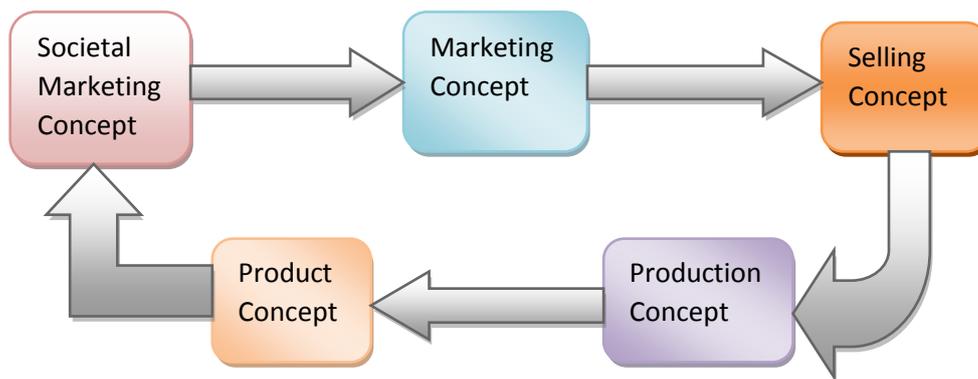


Fig1: The Five Steps of Marketing Concepts (Source: <https://iedunote.com/marketing-concept>)

E-commerce or electronic commerce refers to the commerce done electronically which means from showcasing a product and its description by seller and selecting it till payment by customer, all is done using an electronic medium without being physically present during the whole transaction. E-commerce can be B2B, B2C etc. (Chanana, Goele, 2012).

The advancement of technology and in turn of social media websites has reached to the common people, marketers have started to use it as a platform for advertising and selling their products to the customers while having a peer-to-peer communication. Very end-user friendly interfaces, door-to-door courier services, clarity of images of the products, its elaborated description and dimensions are some of the factors affecting the common people's faith in online shopping. Social media sites lead such things even more convenient by letting the customers sending their feedbacks and readdressing the grievances, if any. This also plays a vital role in upgrading the product quality keeping in view the customer's reviews. Moreover, social networking sites account are playing important role in advancement of online shopping as the customers do not need to fill their entire information again, they just need to login to the shopping websites by the social networking account which is just one-click easy.

Word of mouth, a very common way of passing information from one person to another. Not only information but it can be someone's views facts, figures or even rumors i.e. it can be either helpful or disastrous to believe. Like if someone has watched a movie he will tell his friends to watch that movie. It can be a reason of customer's preference of one brand of a product over the other. Earlier this was done physically peer-to-peer but due to evolvement of mobiles and internet a concept of eWoM has emerged. eWoM is simply word of mouth via an electronic medium. Social networking sites are playing an important role for eWoM as it is getting easier

and cheaper to express your views which can be read and shared by others. The companies have started tracking the opinions of customers on social media. Moreover people referring products get incentives or discounts while purchasing their products. Social media is also playing an opposite role to an extent by spreading the rumors about a company or their products seeded by their rivalries. Company to customer relationship can be at the stake if actual grievances are not redressed (Vinerean et al., 2013).

Customers are more prone to purchasing online these days as one can get more variety, they can compare the qualities and price from the several vendors, the product is delivered at their place. E-marketing helps the customers to have reviews given by other customers in the form of feedback which helps them to take decision of purchase. It leads to a boom in marketing and advertising industries in recent era. It gives a new direction to advertise and sell the products online by providing the customers a wide variety of products, their prices, their pros and cons. It also enabled the business persons to deal with the feedback or grievances provided by the customers in one-to-one manner. It actually helped the companies in improving the products by knowing the exact needs and desires of their customers.

II.LITERATURE REVIEW

Internet is a worldwide system of computer networks – If the users have permission, then they can access the information from another computer with the help of network. It was conceived by Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and first known as the ARPANet. With the help of Internet we can also send the message in more than one directions at the same time.

Social media is collection of online communication channels or series of websites and applications that allow people to share information (photos, videos, text message etc.) quickly, efficiently. In other words social media is platform for widespread distributed collaboration. Contribution of their counterparts outside the organization's firewall are driven by attention from strangers, in addition to sharing among friends. Some of the very popular social media websites are Facebook, Youtube and Twitter. (Brzozowski, et al., 2009).



Fig2. Company customer relationship building via social media

Customer Acquisition: Whenever you become admirer of a particular website, Website posts a notice in this regards in the form of news item for all your social connections to see. In this manner the website reaches out to new viewers and helps you to acquire new customers for your business.

Better Customer Interaction: The website of your company acts like a forum where your customers can interact and have a meaningful dialogue with you. This gives your business the opportunity to develop a strong and long lasting relationship with your existing customers as well as with target audiences.

Reputation Management: With the help of website you can acquire a deep understanding of how your brand is perceived by online users. This can be done by gathering direct feedback and by observing what people are saying online about your brand, your products and services, etc.

Enhanced Web Traffic: As more and more people become admirer of your companies' website, it automatically increases the flow of web traffic to your company website.

Brand Awareness Creation: With the help of social media you can brand awareness for your business and your business offerings (products /services) amongst new customers in addition to your company website.

Effective Feedback System: Customer feedback is important and more so in the service industry (marketing, insurance, hospitality etc.). With the help of website your customers are directly communicate with you and provide their valuable feedback. This also gives your company the opportunity to effectively respond to your feedback.

Whenever a product is developed, marketing management is done which aims at the advertisement and sales of the product. Marketing management involves the complete plan that needed to be followed. Marketing management plays a vital role in brand creation, advertisement and sales of a product so as to reach a maximum of the targeted to-be customers. Customers can themselves provide a feedback on the social media sites which may prove to be helpful for others having eWoM. So it is very important for the companies to build strong relationship with their customers. Some websites acting as a platform for companies to build relationship with their customers are discussed below.

III.FACEBOOK

Facebook was launched in 2004. It is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site is available in 37 different languages from all over the world.

IV.YOUTUBE

YouTube was created in February 2005 as a video sharing website on which users can upload, view and share videos as an informative and inspirational to others across the globe. The company uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content. YouTube acts as a platform for distributing contents by creators and advertisers as well.

V.TWITTER

Twitter was created in March 2006 by Jack Dorsey and launched that same year in July. Unlike Facebook where one can have friends to share different things, with twitter one has to get connected to the latest information on what they find interesting. One has to find the public stream that interests them and follow in the conversations. Each tweet can be of maximum 280 characters in length which was 140 previously. (Odhiambo, 2012)

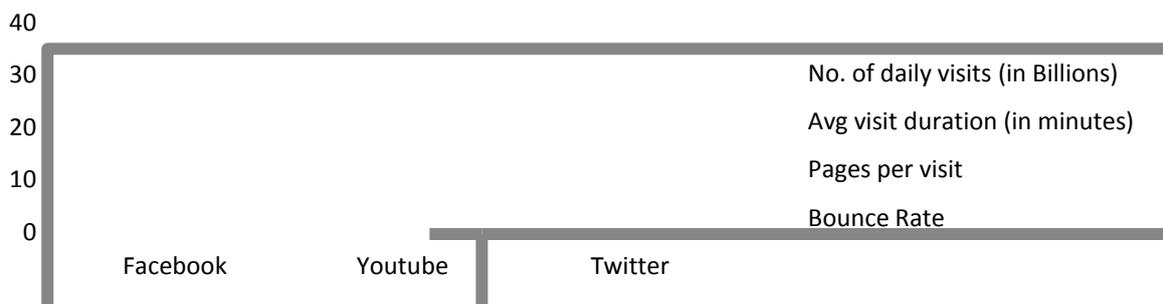


Fig. 3: Traffic overview on most popular social media websites (based on the statistics provided by <https://www.similarweb.com/website/> as in Nov, 2017)

Social media is also acting as a great platform in providing target audience for an e-advertisement of a product. Like while creating an advertisement on Facebook, it provides “Audience” page which have further three categories Core Audiences, Custom Audiences and Lookalike Audiences. Core audience let the advertisers select the demographics of the targeted audiences like age, gender, location, education, place of work, relationship status, etc manually. Custom audience allows the advertiser to have their own list of audiences which may includes the loyal customers, frequent website visitors and their mobile app users. Lookalike Audiences options help the advertiser find more like customers as per the details prescribed. Considering customers perspective, they can always choose their interests in viewing advertisements while performing their socializing activities on social media websites.



Fig.4: Grievance Redressal Process (Source: https://en.wikipedia.org/wiki/Grievance_redressal, <http://www.actplease.com/>)

“Customer satisfaction is one of the most important issue concerning business organization of all types, which is justified by the customer oriented philosophy and the principles of continues improvement in modern enterprise” (Arokiasamy, 2013). While redressing the grievance of a customer, it is not necessary that the process will be completed in one cycle. There can be more than one cycles of the Fig. 4 if until the customer is not satisfied. It is also found that positive feedbacks are less found as compared to the grievances as the laymen don't like to share their views if they found the product is of good use. More often grievances come into the limelight especially on social media. Positive feedback can be seen in articles or blogs which may be paid by the companies or by the people who like write or socialize more. Feedback either positive or negative can be getting in form of comment on social media. It is totally depend upon customers how they are handling feedback as well as grievance, because customer will buy product only if handing of grievance will be done in a short interval of time.

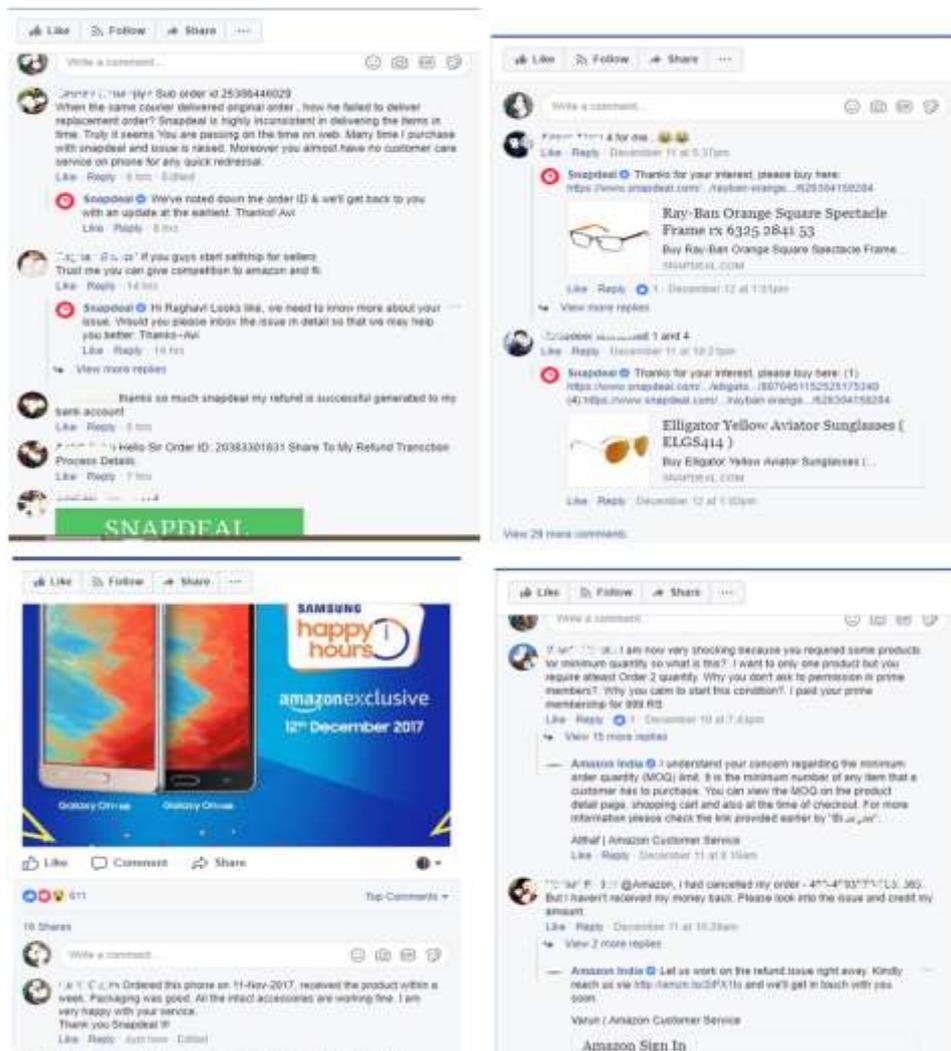


Fig. 5: Some snapshots of how feedbacks are provided by the customers and grievance redressals are done by companies using Social media sites(Source: Amazon & Snapdeal pages on Facebook)

There is a gap between the actual products available and the customer feedback, as medium-sized companies are not using enough strategies to enhance their products and services as per the customer requirements. It seems next to impossible for such companies to review all the feedbacks and redress all the grievances without using feedback analysis tools which are generally paid. (Mourtzis et. al, 2016)

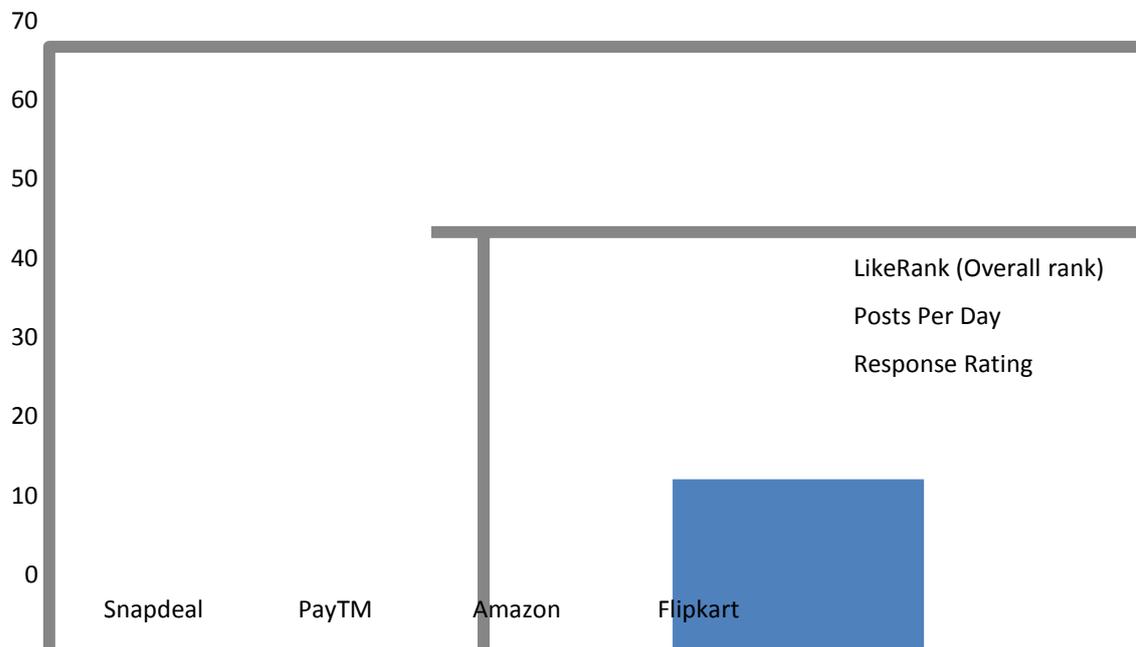


Fig. 6: Review of e-retailer Amazon, PayTM, Snapdeal, Flipkart, Shopclues (Source: likealyzer.com)

Trust and Transparency is a major factor while purchasing product by checking advertisement of product through social media. Fig. 6 reveals that there is a quite high rate of liking and response rate on the pages of top ecommerce sites. Feedback or review given by user in form of comments are too use full for customer who are thinking to buy product after checking advertisement on social media. Generally can be comments in form of positive feedback of product or negative feedback of product or company. Negative comments are treated as grievance of customers. It means customer is not satisfied from service of particular company. But these comments either positive or negative will be helpful for a business to improve their service in future. Social commerce company Reevoo found that in their experience that shopper who read their bad reviews and solve grievance of customer at priority level will get more customer as compared to others. There are number of ecommerce rating and review tools such as Trustpilot, Feefo, Bazaarvoice, Trustspot, PowerReviews etc. These tools are too useful for any business as well as customers.

VI.CONCLUSION

All business have got a platform for advertising their products through social media. It is more beneficial for all business to advertise their products through social media with efficient and effective way. But any business will achieve their target only if they satisfied their customer. Satisfaction of customer play an important role in development of any organization. Now, customer discuss their feedback about any product and grievance about

product through a social media platform. For a business it is necessary for responding to a customer as soon as possible for making a bond with customer in future. As company will resolve all problems of customers related to product then customer must share with their fellows through eWoM or through social media and while searching a customer in future, it is an easy task for business due to good feedback system as well as handling and solving all grievance in a suitable manner for company as well as the customer.

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